

Amendments to the Specification

Please amend the specification as follows:

1) At pages 1-2, please replace paragraph [0002] with:

[0002] Recently, with the development of the Internet and the widespread use of computers, Internet-based advertising markets are quickly growing. Currently, the most common advertisement method through the Internet is to display an advertisement using a “banner” or a “pop-up” window contained in a certain web site, such as a portal or search site, where users are most likely to visit. However, such an advertisement method has the disadvantage that an advertisement is only seen when a user visits a web page that includes a banner or pop-up advertisement window. In this regard, co-pending U.S. Patent Application Serial No. 10/263,217 (IBM docket No. JP9-2001-0343), which is commonly assigned and is incorporated by reference herein, discloses a method for providing an advertisement window for continuously displaying an advertisement in a certain area of a web browser. The method, however, cannot provide an advertisement that may be interesting to a user, since it cannot recognize the user’s preference or interest.